



For Immediate Release
**HINGHAM POLICE
DEPARTMENT**

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Hingham Police Going Pink for Breast Cancer Awareness Month

Hingham, MA – The Hingham Police are proud to have joined the Pink Patch Project, a public awareness campaign designed to bring attention to the fight against breast cancer and support breast cancer research and treatment. Officers may replace their shoulder patch with a custom pink patch during October. These patches will also be sold to the public with all proceeds being donated.

This initial campaign began in 2013 with the Seal Beach (CA) Police Department. It is currently being coordinated by the Irwindale (CA) Police Department. Today, there are already 59 law enforcement agencies nationwide participating in this project with more joining weekly. The Hingham Police are the first agency in Massachusetts to join.

Hingham Police Chief Glenn Olsson has authorized any uniformed personnel to wear this patch during October. These unique patches also have the pink ribbon sewn into them.

The Hingham Police have partnered with The Susan F. Smith Center for Women's Cancers at the Dana-Farber Cancer Institute in Boston to donate all proceeds from the sales of our pink patches.

Apparel 2000 of Rockland produced these custom patches at a reduced cost. Doughboy Uniforms of Rockland has volunteered to remove our standard patch and replace it with these pink patches for our shirts.

Starting September 30, these patches can be purchased at the Hingham Police Station or through the Hingham Police website (www.hpd.org) for \$10 each. Throughout October, watch for photos on the Departments social media accounts using the hashtag #pinkpatchproject.

For more information about our patches contact Sgt. Steven Dearth at dearths@hingham-ma.gov. To learn more about the Pink Patch Project's website www.pinkpatchproject.com and follow them on their Facebook, Twitter and Instagram accounts.

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